

**SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING**

(The Ad is Political, Relates to an Issue of Public Importance,  
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 410606

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Strother Nuckels  
Name

888 Brannon St. San Francisco, Ca 94103  
Address

415-800-5959  
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Brian Chesky - CEO

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is \_\_\_\_\_.
- b. The candidate seeks election to the office of \_\_\_\_\_ in  
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Air B ÷ B / Supporting Home Sharing
- b. The Purchaser is Air B ÷ B.

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

## ORDER



WPLG, INC.

**Orders**  
**Order / Rev:** 410606  
**Alt Order #:** 08437821  
**Product Desc:** ISSUE  
**Estimate:** 1204  
**Flight Dates:** 11/07/16 - 12/18/16  
**Original Date / Rev:** 11/07/16 / 11/07/16  
**Order Type:** GENERAL

**Primary AE:** Michael McCray  
**Sales Office:** DAL  
**Sales Region:** NAT

**Agency Name:** Strother-Nuckels c/o Hulslen Media Se  
**Buying Contact:**  
**Billing Contact:**  
 2400 Laramie Trail  
 Austin, TX 78745

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** ISS/Air B&B  
**Demographic:** HH  
**Product Codes:** PL-Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISSUE

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/27/16	23	\$17,115.00	\$14,547.75
11/28/16	12/15/16	20	\$15,400.00	\$13,090.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	23	\$17,115.00	\$14,547.75	40.20
December 2016	20	\$15,400.00	\$13,090.00	38.00
<b>Totals</b>	<b>43</b>	<b>\$32,515.00</b>	<b>\$27,637.75</b>	<b>78.20</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Michael McCray			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPLG	11/11/16	12/09/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	----1--	:30	1	\$855.00	P-2	2.40	NM	5	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	----1--		1				\$855.00		2.40			
		Week: 11/14/16	11/20/16	----1--		1				\$855.00		2.40			
		Week: 11/21/16	11/27/16	----1--		1				\$855.00		2.40			
		Week: 11/28/16	12/04/16	----1--		1				\$855.00		2.40			
		Week: 12/05/16	12/11/16	----1--		1				\$855.00		2.40			
2	WPLG	11/14/16	12/12/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	1-----	:30	1	\$855.00	P-2	2.40	NM	5	\$4,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/14/16	11/20/16	1-----		1				\$855.00		2.40			
		Week: 11/21/16	11/27/16	1-----		1				\$855.00		2.40			
		Week: 11/28/16	12/04/16	1-----		1				\$855.00		2.40			
		Week: 12/05/16	12/11/16	1-----		1				\$855.00		2.40			
		Week: 12/12/16	12/18/16	1-----		1				\$855.00		2.40			
3	WPLG	11/13/16	12/11/16	This Week (ABC) This Week With George Stepha	CM	1030-1130a	-----1	:30	1	\$885.00	P-2	2.20	NM	5	\$4,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	-----1		1				\$885.00		2.20			
		Week: 11/14/16	11/20/16	-----1		1				\$885.00		2.20			
		Week: 11/21/16	11/27/16	-----1		1				\$885.00		2.20			
		Week: 11/28/16	12/04/16	-----1		1				\$885.00		2.20			
		Week: 12/05/16	12/11/16	-----1		1				\$885.00		2.20			



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 Alt Order #: 08437821  
 Flight Dates: 11/07/16 - 12/18/16

Advertiser: ISS/Air B&B  
 Product Desc: ISSUE  
 Estimate: 1204  
 WPLG, INC.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WPLG	11/13/16	12/11/16	TWISF/Michael Putney This Week in South Florida	CM	1130a-1230p (11:30 AM-12:30 PM)	-----2	:30	2	\$415.00	P-2	1.70	NM	10	\$4,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	-----2					2	\$415.00		0.00			
		Week: 11/14/16	11/20/16	-----2					2	\$415.00		0.00			
		Week: 11/21/16	11/27/16	-----2					2	\$415.00		0.00			
		Week: 11/28/16	12/04/16	-----2					2	\$415.00		0.00			
		Week: 12/05/16	12/11/16	-----2					2	\$415.00		0.00			
5	WPLG	11/10/16	12/15/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	---1---	:30	1	\$855.00	P-2	2.40	NM	6	\$5,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	---1---					1	\$855.00		2.40			
		Week: 11/14/16	11/20/16	---1---					1	\$855.00		2.40			
		Week: 11/21/16	11/27/16	---1---					1	\$855.00		2.40			
		Week: 11/28/16	12/04/16	---1---					1	\$855.00		2.40			
		Week: 12/05/16	12/11/16	---1---					1	\$855.00		2.40			
		Week: 12/12/16	12/18/16	---1---					1	\$855.00		2.40			
6	WPLG	11/08/16	12/13/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	-1-----	:30	1	\$855.00	P-2	2.40	NM	6	\$5,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	-1-----					1	\$855.00		2.40			
		Week: 11/14/16	11/20/16	-1-----					1	\$855.00		2.40			
		Week: 11/21/16	11/27/16	-1-----					1	\$855.00		2.40			
		Week: 11/28/16	12/04/16	-1-----					1	\$855.00		2.40			
		Week: 12/05/16	12/11/16	-1-----					1	\$855.00		2.40			
		Week: 12/12/16	12/18/16	-1-----					1	\$855.00		2.40			
7	WPLG	11/09/16	12/14/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-7:00 AM)	--1----	:30	1	\$855.00	P-2	2.40	NM	6	\$5,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	--1----					1	\$855.00		2.40			
		Week: 11/14/16	11/20/16	--1----					1	\$855.00		2.40			
		Week: 11/21/16	11/27/16	--1----					1	\$855.00		2.40			
		Week: 11/28/16	12/04/16	--1----					1	\$855.00		2.40			
		Week: 12/05/16	12/11/16	--1----					1	\$855.00		2.40			
		Week: 12/12/16	12/18/16	--1----					1	\$855.00		2.40			
													Totals	43	\$32,515.00